

Message Text

UNCLASSIFIED

PAGE 01 BUENOS 01932 142017Z
ACTION ARA-10

INFO OCT-01 ISO-00 EB-08 /019 W
-----142021Z 028291 /45

P R 141835Z MAR 77
FM AMEMBASSY BUENOS AIRES
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 9551

UNCLAS BUENOS AIRES 1932

E.O. 11652: N/T
TAGS: BEXP, AR
SUBJ: COMMERCIAL PROGRAM: FOREIGN BUYER PROGRAM

REF: STATE 045849

1. POST DISTRESSED TO HEAR THAT FOREIGN BUYER PROGRAM (FBP), WHICH HAS BEEN ONE OF OUR MOST SUCCESSFUL LOCAL COMMERCIAL PROMOTION ACTIVITIES OVER THE PAST SEVERAL YEARS IS TO BE PRACTICALLY PHASED OUT. POST PROMOTED 18 SHOWS IN '75, 76 AND 77 AND HAS HAD NOTEWORTHY SUCCESS IN PERSUADING BUSINESSMEN TO TRAVEL TO THE U.S. EMBASSY HAS WORKED DILIGENTLY OVER PAST TWO YEARS TO INSTITUTIONALIZE A PROMOTION SYSTEM FOR U.S. SHOWS BASED ON FBP IN COLLABORATION WITH LOCAL WHOLESALER-TOUR OPERATOR. IT WILL BE DISTURBING TO SEE THIS PROGRAM FAIL PARTICULARLY WHEN IT WAS JUST BEGINNING TO FUNCTION TO FUNCTION SMOOTHLY AND YIELD DESIRED RESULTS.

2. ARGENTINA'S FY 78 CGP CALLS FOR MAJOR EFFORT TO BE MADE ON FBP. THE ARGENTINE MARKET IS TRADITIONALLY HEAVILY ORIENTED TOWARD EUROPEAN TECHNOLOGY AND SUPPLIERS. THE FBP HAS BEEN OUR MOST IMPORTANT TOOL IN ATTEMPTING TO WEAKEN THE PERVASIVE EUROPEAN INFLUENCE IN TRADE HERE AND TO EXPOSE ARGENTINE INDUSTRY TO U.S. PRODUCTS AND TECHNOLOGY. THE FBP IS AN IDEAL TOOL FOR MEETING THIS PURPOSE. WIHTOUT IT THIS OBJECTIVE WILL BE MUCH MORE DIFFICULT TO FULFILL.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 14-Mar-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977BUENOS01932
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770087-0589
Format: TEL
From: BUENOS AIRES
Handling Restrictions: n/a
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ISecure: 1
Legacy Key: link1977/newtext/t19770364/aaaacdzu.tel
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Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: d78224b9-c288-dd11-92da-001cc4696bcc
Office: ACTION ARA
Original Classification: UNCLASSIFIED
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Original Previous Classification: n/a
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Review Exemptions: n/a
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Review Release Date: n/a
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Review Withdrawn Fields: n/a
SAS ID: 3121949
Secure: OPEN
Status: NATIVE
Subject: COMMERCIAL PROGRAM: FOREIGN BUYER PROGRAM
TAGS: BEXP, AR
To: COM
Type: TE
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